

CLAIMS

What is claimed is:

1. A method for accessing educational materials, comprising:
 - using a cellular device to access the educational materials; and
 - 5 using the cellular device to answer one or more questions that are related to the educational materials whereby successful answering of the one or more questions serves to earn continuing education credits.
- 10 2. The method as recited in claim 1, further comprising using a key of the cellular device to answer the one or more questions.
3. The method as recited in claim 1, further comprising speaking into the cellular device to answer the one or more questions.
- 15 4. The method as recited in claim 1, further comprising requesting that access to the educational materials be stopped and that the educational materials be bookmarked.
5. A system for providing access to educational materials, comprising:
 - a server having access to a database in which the educational materials are stored,
 - 20 the server and the educational materials stored in the database being accessible via a cellular connection.
6. The system as recited in claim 5, wherein the server further stores in the database data representative of user access to the educational materials.
- 25 7. The system as recited in claim 6, wherein the server is further accessible via the Internet for use in retrieving the data representative of user access to the educational materials.
- 30 8. The system as recited in claim 5, wherein the database further maintains questions related to the educational materials which, if successfully answered, serve to verify user access to the educational materials.

9. The system as recited in claim 8, wherein the server further stores in the database data representative of continuing education credits earned by a user for accessing the educational materials.

10. The system as recited in claim 5, wherein the server is in communication with a cellular phone system to effect a change in cellular minutes which are provided to a user in response to a user accessing the educational materials.

11. The system as recited in claim 5, wherein the educational materials are stored on the database as audio files.

12. The system as recited in claim 11, wherein the educational materials further comprise image files.

13. The system as recited in claim 5, wherein the server comprises a voice response system to provide a means for user access to the educational materials.

14. The system as recited in claim 5, wherein the server comprises an automated number identification system to provide a means for user access to the educational materials.

15. A method for providing educational materials to a user, comprising:
allowing a user to access via a cellular connection a database in which the educational materials are stored;
providing questions relevant to the educational materials to the user via the cellular connection;
accepting responses to the questions via the cellular connection; and
maintaining a history of the user access to the database.

16. The method as recited in claim 15, further comprising providing cellular minutes to the user as a reward for the user accessing the database.

17. The method as recited in claim 15, further comprising generating a report of the history of the user access to the database.

18. The method as recited in claim 17, further comprising allowing the report to be accessible via the Internet.

19. The method as recited in claim 15, further comprising accepting voice responses to the questions.

20. The method as recited in claim 19, further comprising storing at least a portion of the voice responses.

21. The method as recited in claim 15, further comprising accepting user input that selects the educational materials.

22. The method as recited in claim 21, wherein an IVR system is used to accept the user input that selects the educational materials.

23. The method as recited in claim 15, wherein the educational materials comprise audio files.

24. The method as recited in claim 24, wherein the educational materials comprise image files.

25. A method for accessing educational materials, comprising:
accessing educational materials; and
using a cellular device to answer one or more questions that are related to the educational materials whereby successful answering of the one or more questions serves to earn continuing education credits.

26. The method as recited in claim 25, wherein the educational materials are broadcast via a satellite network.

27. The method as recited in claim 25, wherein the educational materials are broadcast via the Internet.

28. The method as recited in claim 25, wherein the educational materials are accessed via a POTS phone system.

29. The method as recited in claim 25, wherein the educational materials are accessible
5 in timed segments.

30. The method as recited in claim 29, wherein the timed segments are less than an hour.

31. A method for redeeming rewards associated with advertising, comprising:

10 receiving with a cellular device an advertisement including data representative of the reward; and

causing the cellular device to download the data into a docking station of a retailer for validation that the reward is redeemable.

15 32. The method as recited in claim 31, comprising erasing the advertising from the cellular device after validation.

33. The method as recited in claim 31, comprising using the docking device to upload new advertising to the cellular device.

20 34. A method for redeeming rewards associated with advertising, comprising:

receiving an advertisement including data representative of the reward with a cellular device; and

causing the cellular device to download the data into a docking station; and

25 communicating the data to a clearinghouse whereby an account associated with the cellular device is provided with a credit amount.

35. The method as recited in claim 34, wherein the account is a cellular phone account and the credit comprises usage minutes.

30 36. The method as recited in claim 34, wherein the account is a credit card account and the credit comprises a dollar value.

37. A method for providing redeemable rewards credit amounts, comprising:
transmitting an advertisement to a cellular device of the user;
crediting a rewards account associated with the user with a rewards credit amount
upon receiving confirmation that the user has viewed the advertisement; and
5 making accumulated rewards credit amounts available to the user for purposes of
redemption.

38. The method as recited in claim 37, wherein confirmation is received via the cellular
device.

39. The method as recited in claim 38, wherein confirmation comprises the user
interacting with keys of the cellular device.

40. The method as recited in claim 38, wherein confirmation comprises the user
15 providing a voice response via the cellular device.

41. The method as recited in claim 40, comprising providing a prompt for eliciting the
voice response.

42. The method as recited in claim 41, wherein the prompt comprises a question related
20 to the advertisement.

43. The method as recited in claim 37, wherein the rewards credit amount comprises
airline miles.

44. The method as recited in claim 37, wherein the rewards credit amount comprises
25 cellular minutes.

45. The method as recited in claim 37, wherein the rewards credit amount comprises a
30 cash value for discounting merchandise.

46. The system as recited in claim 5, wherein the educational materials comprise multiple
segments which are individually accessible.

47. The system as recited in claim 46, wherein the segments are approximately 10 to 15 minutes in length.

5 48. The system as recited in claim 5, wherein the education material comprises medical detailing advertisements.